

**A M E N D M E N T S   T O   T H E   C L A I M S**

1-290. (CANCELED)

291. (PREVIOUSLY PRESENTED) A method comprising:  
generating a plurality of locked outcomes;  
generating, for each of the plurality of locked outcomes, a respective unlock code capable of unlocking the locked outcome;  
transmitting at least one of the plurality of locked outcomes to a device of a user;  
transmitting at least one of the plurality of unlock codes to a merchant, in which the user is not the same as the merchant; and  
receiving, from the user, an indication of at least one of the at least one unlock codes transmitted to the merchant.

292. (PREVIOUSLY PRESENTED) The method of claim 291, further comprising:

selling the at least one of the plurality of unlock codes to the merchant.

293. (PREVIOUSLY PRESENTED) The method of claim 291, further comprising:

selling the at least one of the plurality of locked outcomes to the user.

294. (PREVIOUSLY PRESENTED) The method of claim 291, further comprising:

receiving an indication that at least one of the at least one locked outcomes transmitted to the device of the user has been unlocked.

295. (PREVIOUSLY PRESENTED) A method comprising:

    purchasing a plurality of unlock codes, each unlock code being associated with an identifier that identifies a respective lottery outcome;

    determining that a user has satisfied a qualifying action that is associated with a retailer;

    receiving, by a device of the retailer from a device of a user, an identifier that identifies a lottery outcome that is locked;

    determining an unlock code of the plurality of purchased unlock codes based on the received identifier that identifies the lottery outcome that is locked; and

    providing the determined unlock code to the user.

296. (PREVIOUSLY PRESENTED) The method of claim 295, in which determining that the user has satisfied the qualifying action comprises:

    determining that the user visited an establishment of the retailer.

297. (PREVIOUSLY PRESENTED) The method of claim 295, in which determining that the user has satisfied the qualifying action comprises:

    determining that the user purchased a product from the retailer.

298. (PREVIOUSLY PRESENTED) The method of claim 295, in which determining that the user has satisfied the qualifying action comprises:

    receiving from the user an amount for a purchase that is not less than a predetermined amount.

299. (PREVIOUSLY PRESENTED) The method of claim 295, in which the device of the retailer comprises a point-of-sale terminal.

300. (PREVIOUSLY PRESENTED) A method comprising:

generating an outcome;

generating an unlock code capable of unlocking said outcome;

providing an indication of said outcome to at least one user device;

receiving payment for said indication of said unlock code;

providing an indication of said unlock code to an intermediary device in exchange for the payment; and

providing an indication of a benefit associated with said outcome.

301. (NEW) The method of claim 291, in which at least one of the at least one locked outcome transmitted to the device of the user is associated with a respective qualifying action that is based on an external event.

302. (NEW) The method of claim 301, in which the external event is a sports game.

303. (NEW) The method of claim 291, in which at least one of the at least one locked outcome transmitted to the device of the user is associated with a respective qualifying action, in which satisfaction of the qualifying action is determinable based on information ascertained from at least one of the following types of sensors:

a retinal scanner,

a heart monitor,

a skin conductivity sensor, or

a breath analyzer.

304. (NEW) The method of claim 291, in which at least one of the at least one locked outcome transmitted to the device of the user is associated with a respective qualifying action in which the user is required to fill out a survey.

305. (NEW) The method of claim 291, in which at least one of the at least one locked outcome transmitted to the device of the user is associated with a respective qualifying action in which the user is required to release private information.

306. (NEW) The method of claim 291, in which at least one of the at least one locked outcome transmitted to the device of the user is associated with a respective qualifying action in which the user is required to pass an accuracy test.

307. (NEW) The method of claim 291, in which at least one of the at least one locked outcome transmitted to the device of the user is associated with a respective qualifying action, in which satisfaction of the qualifying action is determinable based on whether the user answers similar questions consistently.

308. (NEW) The method of claim 291, in which at least one of the at least one locked outcome transmitted to the device of the user is associated with a respective qualifying action in which the user is required to stand in line at a checkout counter for a predetermined period of time.

308. (NEW) The method of claim 291, in which at least one of the at least one locked outcome transmitted to the device of the user is associated with a respective qualifying action in which the user is required to stand in line at a customer service counter for a predetermined period of time.

309. (NEW) The method of claim 291, in which at least one of the at least one locked outcome transmitted to the device of the user is associated with a respective qualifying action in which the user is required to perceive predetermined content.

310. (NEW) The method of claim 291, in which at least one of the at least one locked outcome transmitted to the device of the user is associated with a respective qualifying action in which the user is required to view an advertisement.

311. (NEW) The method of claim 291, in which at least one of the at least one locked outcome transmitted to the device of the user is associated with a respective qualifying action in which the user is required to achieve a predetermined performance level of a game.

312. (NEW) The method of claim 291, in which at least one of the at least one locked outcome transmitted to the device of the user is associated with a respective qualifying action in which the user is required to achieve a predetermined performance level of a test of skill.

313. (NEW) The method of claim 291, in which at least one of the at least one locked outcome transmitted to the device of the user is associated with a respective qualifying action in which the user is required to wait on hold on a telephone for a predetermined period of time.

314. (NEW) The method of claim 295, in which each unlock code of the plurality of purchased unlock codes is associated with a respective qualifying action that is based on an external event.

315. (NEW) The method of claim 314, in which the external event is a sports game.

316. (NEW) The method of claim 295, in which each unlock code of the plurality of purchased unlock codes is associated with a respective qualifying action, in which satisfaction of the qualifying action is determinable based on information ascertained by at least one of the following types of sensors:

- a retinal scanner,
- a heart monitor,
- a skin conductivity sensor, or
- a breath analyzer.